

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Applicants:** Godoy et. al.

**Conf. No.:** 9088

**Serial No.:** 10/688,097

**Art Unit:** 2165

**Filing Date:** 10/17/2003

**Examiner:** PONIKIEWSKI, Tomasz

**Title:** METHOD, SYSTEM AND  
PROGRAM PRODUCT FOR  
MANAGING CUSTOM DATA  
DURING AN ELECTRONIC  
PURCHASE

**Docket No.:** END920030047US1  
(IBME-0088)

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT UNDER 37 CFR §1.111**

Sir:

**I. INTRODUCTION:**

In response to the Office Action mailed on Jun 13, 2006, Applicants propose to amend the above-referenced patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.